

INFLUENCING × FLOURISHING

FLOURISHING WITH YOUR CLIFTONSTRENGTHS®

NAME IT.
CLAIM IT.
AIM IT.

How do you cultivate and expand flourishing in the people around you?

What it means: *Influencing themes help a team reach a broader audience. They sell the team's ideas inside and outside the organization and make sure the group is heard.*

Why it matters for flourishing: *Flourishing communities need people willing to speak up, take charge, and expand the circle of who gets heard.*

The Global Flourishing Study: *A five-year study of more than 200,000 people in 22 countries, a collaboration of Harvard, Baylor, Gallup, & the Center for Open Science. It measures flourishing in six domains: **Happiness & Life Satisfaction, Mental & Physical Health, Meaning & Purpose, Character & Virtue, Close Social Relationships, and Financial & Material Stability.** globalflourishingstudy.com*

1 Activator®

Turns vision into movement and refuses to let good ideas stay theoretical.

AIM it: *What idea has been talked about long enough and just needs someone to start it?*

2 Command®

Creates honest, direct community by naming what others won't.

AIM it: *What truth needs to be spoken, and what room needs someone to go first?*

3 Communication®

Stories create meaning, and meaning is a foundation of a flourishing life.

AIM it: *What story, told well, could change how someone sees their own potential?*

4 Competition®

Raises the standard of excellence for everyone in the community.

AIM it: *Where can your drive for excellence raise the standard around you?*

5 Maximizer®

Amplifies what is already working instead of endlessly patching deficits.

AIM it: *What strength in your team, fully invested in, could become extraordinary?*

6 Self-Assurance®

Provides grounded leadership others can anchor to in uncertain times.

AIM it: *Where does your team need someone to stand firm so others can find their footing?*

7 Significance®

Fuels meaningful contribution, a deep source of meaning and purpose.

AIM it: *What contribution could you make that would still matter five years from now?*

8 Woo®

Widens the circle of belonging and strengthens close social relationships.

AIM it: *Who feels on the outside of something, and how can you bring them in?*

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Review up to three Influencing themes from page 1. For each one, connect it to a flourishing domain below, then aim it.

Name it

Which theme? Which flourishing domain does it cultivate in your life & context?

Claim it

Where is it already helping you or someone else flourish?

AIM it

Your answer to its AIM it question: one step and the day you'll take it.

1

2

3

THE SIX DOMAINS OF FLOURISHING

Happiness & Life Satisfaction	Mental & Physical Health	Meaning & Purpose
Character & Virtue	Close Social Relationships	Financial & Material Stability

Learn more about the study: globalflourishingstudy.com

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The Isozaki Leadership & Culture Index: a free
leadership assessment of 21 competencies.

Watch the series: Follow @curtisoazaki on Instagram for every theme and its flourishing connection, filmed all around the world.

Curtis Isozaki, M.A. · Gallup-Certified Strengths Coach. Gallup®, CliftonStrengths®, and the 34 theme names are trademarks of Gallup, Inc. Flourishing connections are Isozaki Coaching's interpretation. Reference: VanderWeele, T. J., Johnson, B. R., et al. (2025). The Global Flourishing Study: Study profile and initial results on flourishing. *Nature Mental Health*.